BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

SYLLABUS: 2017-18 Onwards

Dr. N.G.P ARTS AND SCIENCE COLLEGE (Autonomous)

(Re-Accredited with A Grade by NAAC)

(Affiliated to Bharathiar University,)

Dr. N.G.P. Nagar - Kalapatti Road

Coimbatore-641 048

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

REGULATIONS

ELIGIBILITY

A candidate who has passed in Higher Secondary Examination with any Academic stream or Vocational stream as one of the subject under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Business Administration with Computer Applications Degree examination** of this College after a course of study of three academic years.

Programme Educational Outcomes

❖ The programme aims to provide students with the career opportunity in the field of production, finance, marketing, human resource and systems.

❖ It emphasizes a mix of skill-set in the managerial aspect and information technology aspect which are required by the industry.

❖ The programme affords the comprehensive inputs in terms of qualities required to become an entrepreneur.

SCHEME OF EXAMINATIONS

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
Part – I							
17UTL11T 17UHL11H 17UML11M 17UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French- I	5	3	25	75	100	3
Part – II							
17UEG12E	English - I	5	3	25	75	100	3
Part – III							
17UBM13A	Core I – Management Process	6	3	25	75	100	5
17UBM13B	Core II –Business Communication	6	3	25	75	100	4
17UMA1AC	Allied I: Mathematics for Management-I	6	3	25	75	100	5
Part – IV							
17UFC1FA	Value Education: Environmental Studies	2	2	-	50	50	2
		30				550	22
Second Semester							
Part – I							
17UTL21T 17UHL21H 17UML21M 17UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French – II	5	3	25	75	100	3
Part – II							
17UEG22E	English - II	5	3	25	75	100	3
Part – III							
17UBM23A	Core III – Introduction to Information Technology	4	2	-	50	50	2
17UBM23B	Core IV – Organisational Behaviour	5	3	20	55	75	4

BoS Chairman/HoD · 10/01/2018
Department of Management Studies
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048

Dr. P.R. MUTHUSWAMY
PRINCIPAL
Dr. NGP Arts and Science College
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Tamilnadu, India

17UBM23P	**Core Lab –I:** PC Software (MS Office)	4	3	20	30	50	2
17UMA2AC	**Allied II:** Mathematics for Management –II	5	3	25	75	100	5
Part – IV							
17UFC2FA	**Value Education:** Human Rights	2	2	-	50	50	2
		30				**525**	**21**

Third Semester

Part – III							
17UBM33A	**Core V –** Financial Accounting	5	3	25	75	100	4
17UBM33B	**Core VI –** Production and Materials Management	5	3	25	75	100	4
17UBM33C	**Core VII –** Marketing Management	5	3	25	75	100	5
17UBM33D	**Core VIII–** Business Law	4	3	20	55	75	3
17UBM3AP	**Allied Lab – I:** Tally	4	3	40	60	100	2
17UBM3SV	**Skill based Subject - 1 (Report & Viva-Voce):** Communication Skills - I **	3	3	30	45	75	3
Part – IV							
17UFC3FA/ 17UFC3FB/ 17UFC3FC/ 17UFC3FD/ 17UFC3FE	Tamil/Advanced Tamil (OR) (Yoga for Human Excellence / Women's Rights/ Constitution of India)	2	2	-	50	50	2
	NMEC-I	2	2	-	50	50	2

		30				650	25
Fourth Semester							
Part – III							
17UBM43A	**Core IX –** Human Resource Management	5	3	25	75	100	4
17UBM43B	**Core X –** Insurance Principles and Practice	5	3	25	75	100	4
17UBM43C	**Core XI –** Advertising and Sales Promotion	4	3	25	75	100	4
17UBM43P	**Core Lab – II:** Internet and Web Page Programming	4	3	20	30	50	2
17UBM4AA/17UPA4AB	**Allied III :** Taxation Law and Practice	5	3	25	75	100	4
17UBM4SV	**Skill based Subject - II (Report & Viva-Voce):** Communication Skills-II**	3	3	30	45	75	3
Part – IV							
	NMEC –II	2	2	-	50	50	2
17UFC4FA/ 17UFC4FB/ 17UFC4FC/	Tamil /Advanced Tamil (OR) General Awareness	2	2	-	50	50	2
		30				625	25
Fifth Semester							
Part – III							
17UBM53A	**Core XII –** Financial Management	6	3	25	75	100	5
17UBM53B	**Core XIII–** Research Methods for Management	6	3	25	75	100	4
17UBM53C	**Core XIV-** Cost and Management Accounting	6	3	25	75	100	4
17UBM53P	**Core Lab- III:** Visual Basic	4	3	20	30	50	2

17UBM5SV	Skill based Subject – III (Report & Viva-Voce): Campus to Corporate**	3	3	30	45	75	3
	Elective – I	5	3	25	75	100	4
Part-IV							
17UBM53T	Industrial Training	Grade A to D					
		30				**525**	**22**
Sixth Semester							
Part – III							
17UBM63A	Core XV – Entrepreneurship and Project Management	5	3	25	75	100	4
17UBM63B	Core XVI– RDBMS and Oracle Programming	3	2	-	50	50	2
17UBM63C	Core XVII – Services Marketing	5	3	25	75	100	4
17UBM63P	Core Lab- IV: RDBMS and Oracle Programming	4	3	20	30	50	2
17UBM6SV	Skill based Subject -IV (Report & Viva-Voce): Soft Skills for Business**	3	3	30	45	75	3
	Elective – II	5	3	25	75	100	4
	Elective – III	5	3	*	*	100	4
Part-V							
17UEX65A	Extension Activity	-	-	50	-	50	2
		30				**625**	**25**
	Grand Total					**3500**	**140**

Note-1: * In Sixth semester the student can opt for either project or theory paper as Elective –III. If theory paper is opted the mark distribution is 25 CA: 75 CE, if Project is opted the mark distribution is 40 CA: 60 CE.

Note-2: ** Skill Based Subjects-I, II, III and IV are Practical Subjects and the students are evaluated by both Internal and External Examiners in the CE.

ELECTIVE – I
(Student shall select any one of the following course as Elective in Fifth semester)

S.No.	Course Code	Name of the Course
1.	17UBM5EA	Modern Office Management
2.	17UBM5EB	Software Design Technique
3.	17UBM5EC	Customer Relationship Management

ELECTIVE – II
(Student shall select any one of the following course as Elective in Sixth semester)

S.No.	Course Code	Name of the Course
1.	17UBM6EA	Consumer Behaviour
2.	17UBM6EB	Banking Law and Practice
3.	17UBM6EC	Systems Analysis and Design

ELECTIVE - III
(Student shall select any one of the following course as Elective in Sixth semester)

S.No	Course Code	Name of the Course
1.	17UBM6ED	E -Commerce
2.	17UBM6EF	Multimedia
3.	17UBM6EV	Project Work & Viva-Voce

NON MAJOR ELECTIVE COURSE

1. The Department offers the following two papers as Non Major Elective Course for other than the Business Administration students.

2. Student shall select any one of the following subject as Non Major Elective Course during their Third and Fourth semester

S.No	Course Code	Name of the Course
1.	17UED34T	Introduction To International Trade
2.	17UED44T	Basics of Entrepreneurship

FOR COURSE COMPLETION

Students have to complete the following subject:

1. Language papers (Tamil/Malayalam/French/Hindi, English) in I and II semesters.
2. Two Value Education in I and II semesters.
3. Allied papers in I, II, III and IV semesters.
4. Two Non Major Elective Courses in the III and IV semesters.
5. Extension activity in the VI semester.
6. Elective papers in the V and VI semesters.
7. Industrial training: Subject code: **17UBM53T.**
   - Students must undergo Industrial training for 15 – 30 days during IV Semester Summer Vacation. Evaluation of the Report done by the Internal and external Examiner in the V Semester. Based on their performance Grade will be awarded as A to C.

   A- 75 Marks and above

   B- 60-74 Marks

   C- 40-59 Marks

   D- Below 40 Marks - (RA)

Total Credit Distribution

Course	Credits	Total		Credits	Cumulative
Part I: Tamil	3	2x 100 =	200	06	
Part II: English	3	2x 100 =	200	06	12
Part III:					
Core	5	3 x 100 =	300	15	
Core	4	10 x 100	1000	40	
Core	4	1 x 75 =	75	04	
Core	3	1 x 75 =	75	03	
Core	2	2x50 =	100	04	
Core Practical	2	4x 50 =	200	08	114
Allied	5	2x100=	200	10	
Allied	4	1x100=	100	04	
Allied Practical	2	1x 100 =	100	02	
Elective	4	3 x 100 =	300	12	
Skill based	3	4 x 75 =	300	12	
Part IV:					
Value Education	2	2 x 50=	100	04	
Environmental Studies	2	1 x 50 =	50	02	12
Foundation Course	2	1 x 50 =	50	02	
NMEC	2	2 x 50 =	100	04	
Part V:					
Extension Activity	2	1x50 =	50	02	02
Total			**3500**	**140**	**140**

Earning Extra credits is not mandatory for course completion

Extra credits

Subject	Credit	Total credits
BEC/ Self study courses	1	**1**
Hindi / French/ Other foreign Language approved by certified Institutions	1	**1**
Type Writing / Short Hand Course	1	**1**
Diploma/certificate/CPT/ ACS Foundation/ NPTEL Course	1	**1**
Representation – Academic/Sports /Social Activities/ Extra Curricular / Co-Curricular activities at University/ District/ State/ National/ International	1	**1**
TOTAL	**5**	**5**

Rules:

The students can earn extra credits only if they complete the above during the course period (I to V sem) and based on the following criteria. Proof of Completion must be submitted in the office of the Controller of Examinations before the commencement of the VI Semester. (Earning Extra credits are not mandatory for Course completion)

1. Student can opt BEC course/ Self study course to earn one credit. They have to Enroll and complete any one of the course during their course period before fifth semester (I Sem to V Sem).

Self study papers offered by the Management Studies Department

SELF STUDY PAPERS

S.No	Semester	Course Code	Name of the Course
1.	I to V	17UBMSS1	Export Import Procedure
2.	I to V	17UBMSS2	Event Management

2. Student can opt Hindi/ French/ Other foreign Language approved by certified Institutions to earn one credit. The certificate(Hindi) must be obtained from **Dakshina Bharat Hindi Prachar Sabha** and He/ she has to enroll and complete during their course period (**first to fifth semester)**

3. Student can opt for Type writing /short hand course to earn one extra credit. He/she has to enroll and complete the course during their course period to obtain certificate through **Tamil Nadu Board of Technical Education**

4. Student can opt for Diploma/certificate/CPT/ACS Foundation/ NPTEL Course to earn one extra credit. Student who opt for Diploma/ Certificate course have to enroll any diploma/certificate course offered by Bharathiar University through our Institution. Student who opt for CPT/ ACS/CMA have to enroll and complete the foundation level during the course period. Students who opt for NPTEL course should complete the course certificate through NPTEL.

5. Award Winners in Academic/ Representation in Sports /Social Activities/ Extra Curricular/ Co-Curricular Activities at University/ District/ State/ National/ International level can earn one extra credit.

Programme Outcomes

On the successful completion of the programme, the following are the expected outcomes.

PO Number	PO Statement
PO1	Specialize in the functional areas of business management such as Production, Finance, Human Resource, Marketing and Systems.
PO2	Acquire various skill sets like communication skill, interpersonal skill, decision-making skill, accounting skill, marketing skill, analytical skill and technical skill.
PO3	Influence the students to become an entrepreneur with social responsibilities.
PO4	Meet the requirements of the corporate with contemporary knowledge to acquire high standards.
PO5	Gain proficiency in using computer technology in business administration.

17UBM13A	COURSE NAME : MANAGEMENT PROCESS	SEMESTER - I

PREAMBLE:

This course is to provide insight for the students to learn the principles, concepts and functions of management in order to handle the process of decision making in the functional areas like planning, organizing, directing, controlling and budgeting in the modern trends of business.

COURSE OUTCOMES:

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Recognize the meaning of business and the requirements for its success in various forms of business organizations.	K1
CO2	Interpret whether the management is a science or an art through the evolution of management theory.	K2
CO3	Carryout the decisions with the support of planning, objectives and policies.	K3
CO4	Illustrate the organizational structure, selection process and training.	K3
CO5	Implement the process of directing and controlling for better co-ordination.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM13A	CORE PAPER I : MANAGEMENT PROCESS	SEMESTER - I

Total Credits: 5
Hours Per Week: 6

UNIT – I

Definitions of Management – The Evolution of Management Theory – Contributions of F.W. Taylor, Henry Fayol, Elton Mayo, and Peter F Drucker – Management: A Science or an Art? – Managerial Functions and Roles – Nature and Scope of Management Process.

UNIT – II

Planning: Meaning and Purpose of Planning – Steps in Planning – Types of Planning – Objectives and Policies – Decision Making: Process of Decision Making – Types of Decisions.

UNIT – III

Organizing: Types of Organization – Organizational Structure – Span of Control – Use of Staff Units and Committees – Delegation: Delegation and Centralization – Staffing: Sources of Manpower – Selection Process.

UNIT – IV

Directing: Nature of Direction – Principles of Effective Direction – Elements of Direction – Importance of Direction – Techniques of Direction – Role of a Supervisor – Qualities of Supervisor

UNIT – V

Controlling: Meaning and Importance of Controls – Control Process - Coordination – Need for Coordination - Budgetary and Non-Budgetary Controls.

TEXT BOOK:

1. *Prasad.L.M*, 2014. **Principles & Practice of Management**. Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. *Dinkar Pagare*, 2014. **Business Management**. Sultan Chand and Sons, New Delhi.

2. *Sharma.R.K and Shashi.K.Gupta*, 2009. **Management Process**. Kalyani Publishers, New Delhi.

3. *Tripathi.P.C and Reddy.P.N*, 2008. **Principles of Management**. Tata Mc Graw-Hill Publishing Co.Ltd, New Delhi.

17UBM13B	**COURSE NAME :** **BUSINESS COMMUNICATION**	**SEMESTER - I**

PREAMBLE:

　　　　To enable the students to learn the basics of business communication, various barriers, components related to business letters, bank correspondence, business meetings, business reports and bio data that are used in the business world.

COURSE OUTCOMES:

　　　　On the successful completion of the course, Students will be able to

Co Number	CO Statement	Knowledge level
CO1	Describe the methods of business communication and its barriers.	K1
CO2	Execute the various business letters.	K3
CO3	Carry out bank correspondence and preparation of business meeting reports.	K3
CO4	Develop the various reports and job application.	K3
CO5	Illustrate the internal communication and external communication.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM13B	**CORE PAPER II– BUSINESS COMMUNICATION**	**SEMESTER - I**

Total Credits: 4
Hours Per Week: 6

UNIT – I

Essential and Importance of Business Communication. Methods of Communication –Types – Barriers.

UNIT – II

Communication through letters – Layout of letters - Business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Bank correspondence – Letter to the editor - Correspondence of company secretary with shareholders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT – V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

TEXT BOOKS:

1. *Rajendra Pal Korahill,* 2014. **Essentials of Business Communication.** Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS:

1. *Ramesh, MS, and C. C Pattanshetti*, 2009. **Business Communication**. R.Chand andCo, New Delhi.

2. *Rodriquez M. V,* 2008. **Effective Business Communication Concept** Vikas Publishing Company.

17UMA1AC	COURSE NAME : MATHEMATICS FOR MANAGEMENT- I	SEMESTER - I

PREAMBLE:

➢ To gain the basic mathematics concepts of set theory and matrix.

➢ To know about mathematics of finance, statistical tools and their application.

COURSE OUTCOMES:

In the successful completion of the course, student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn basic concepts of set theory and Venn diagrams.	K1
CO2	Use mathematical logic to find the terms of series and sequence.	K2
CO3	Perform basic operations in matrices and solve the linear equations.	K2
CO4	Apply measures of central tendency for solving the various data.	K3
CO5	Compute and interpret the coefficient of correlation.	K3

Mapping with Programme Outcomes

CO5/PO5	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S-Strong : M-Medium : L-Low

17UMA1AC	ALLIED PAPER - I : MATHEMATICS FOR MANAGEMENT- I	SEMESTER - I

Total Credits: 5
Hours Per Week: 6

UNIT – I

Set Theory – Definition – Notations – Description of Sets – Types of Sets – Set Operations – Venn Diagrams

UNIT – II

Matrix : Basic Concepts – Types of Matrices – Matrix Operations – Inverse of a Matrix – Rank of Matrix.

UNIT – III

Mathematical Sequence and Series – Arithmetic Progression – Geometric Progression – Simple Interest – Compound Interest (Simple Problems Only).

UNIT – IV

Meaning and Definition of Statistics – Scope and Limitation – Measures of Central Tendency: Arithmatic Mean, Median, Mode – Measures of Dispersion :   Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation – Simple Problems.

UNIT – V

Correlation – Karl Pearson's Co-efficient of Correlation – Rank Correlation – Co-efficient of Correlation by Concurrent Deviation Method.

TEXT BOOK:

1. *Navnitham, PA*. 2013. **Business Mathematics and Statistics**, Jai
   publishers, Trichy

REFERENCE BOOKS:

1. *Vittal, P.R* 2001, **Business Mathematics and Statistics**, Margham
publishers, chennai

2. *Sundaresan Vand jayaseela* 2012**. Introduction to Business
Mathematics**. Sultan & Sons, New Delhi.

3. *Sanchetti, D.C and Kapoor, V.* 2010, **Business Mathematics**. Sultan
Chand Co & Ltd, New Delhi.

17UBM23A	COURSE NAME : INTRODUCTION TO INFORMATION TECHNOLOGY	SEMESTER - II

PREAMBLE:

To enable the students to learn the basics of information technology which may contains the components of computer, Usage of computer system such as hardware and software, the various applications of computer systems and also know the different areas which the computer applications are used in the real world.

Course Outcomes

On the successful completion of the course, Students will be able to

17UBM23A	CO Statement	Knowledge level
CO1	Describe about the Generations, Types of computers and Networks.	K1
CO2	Explain the Input, Output & Storage devices and Programming Languages.	K2
CO3	Summarize the Hardware and importance of computer in business and computer related jobs.	K2
CO4	Use the Operating System, internet and intranet.	K3
CO5	Apply the data input, process and various computer based information system.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM23A	**CORE PAPER III – INTRODUCTION TO INFORMATION TECHNOLOGY**	**SEMESTER - II**

Total Credits: 2
Hours Per Week: 4

UNIT – I

Introduction to computer - Generation of computers – Types of computer systems - Analogue, digital and hybrid computers – Business and scientific computer systems –Laptop or note book computes – Data processing systems– Time sharing: Multi programming and Multi processing systems – Networking.

UNIT – II

Components of computer system – Input, output and storage devices - Software: System software and Application software - Programming languages – Flow chart and Program flow charts – Steps in developing a computer programme.

UNIT – III

Hardware of Computer Systems – Importance of computers in business – Data and information: Data processing – Data storage and retrieval – Computer applications in various areas of business – Computer related jobs in business.

UNIT – IV

Operating systems – Functions of OS – Types of OS (Dos, Windows, Unix, Windows NT, Windows 98) - E- Commerce: Foundation of E-Commerce – Benefits and limitations of E-Commerce– Email uses and importance.

UNIT – V

System analysis and design – Meaning and role of Information System – Types of information system: Operational support system, Expert system and Knowledge management system.

TEXT BOOKS:

1. *Alex Leon and Mathews Leon*, 2014. **Fundamentals of Information Technology**. Edition 2, Vikas Publishing House Pvt. Ltd. New Delhi.

REFERENCE BOOKS:

1. *Henry Clucas,* 2009. **Information Technology for Management**. McGraw-Hill/Irwin.

2. *Nagpal D.P*, 2013. **Computer Fundamentals**. Edition 1, Sultan Chand & Company Ltd., New Delhi.

17UBM23B	COURSE NAME : ORGANISATIONAL BEHAVIOUR	SEMESTER - II

PREAMBLE:

The course aims to inculcate psychological understanding of industries and practices. It helps to make the students to understand the various dimensions of psychological approach in the work place. To acquire the skills and knowledge of leadership, team building, managing stress, to competing with individual and group differences and managing changes.

Course Outcomes

On the successful completion of the course, Students will be able to

Co Number	CO Statement	Knowledge level
CO1	Describe industrial psychology and behavioral outcome.	K1
CO2	Illustrate the personality, perception, motivation and brain storming.	K3
CO3	Summarize the group norms and conflict.	K2
CO4	Demonstrate leadership skills, power and politics.	K3
CO5	Carryout the stress, work life balance and organisational change.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM23B	**CORE PAPER IV: ORGANISATIONAL BEHAVIOUR**	**SEMESTER - II**

Total Credits: 4
Hours Per Week : 5

UNIT – I

Organisational Behavior - Definition - Nature - Scope – Key Elements of OB - Importance Of Organizational Behavior-Models of OB – Concepts and Relevance of OB in Modern Management. - Hawthorne Experiment.

UNIT – II

Personality: Types – Factors influencing Personality. Perception: Factors affecting Perception. Motivation: Theories (Maslow, Herzberg, Mc.Gregor) - Techniques of Motivation. Transactional Analysis - Brain Storming.

UNIT – III

Individual Differences – Causes – Factors influencing individual differences. Group – Types of Group - Group Dynamics – Group Norms - Team Building – Sociometry. Conflict: Types of Conflict – Resolution of Conflict.

UNIT – IV

Leadership - Importance – Leadership Styles – Leadership Theories (Managerial Grid, Fiedler's Contingency) - Power: Sources of Power – Power Center – Power & Politics.

UNIT – V

Stress – Types of Stress – Prevention and Management of Stress - Balancing Work and Life. Organizational Change – Stability Vs Change – Proactive Vs Reaction Change - Change Process – Resistance to Change – Managing Change.

TEXT BOOKS:

1. S.S.Khanka, 2013. **Organisational Behaviour.** Sultan Chand & Sons Publishing, 7th edition.

REFERENCE BOOKS:

1. *Prasad.L.M,* 2011. **Organisational Behaviour**. Sultan Chand and Sons, Edition.
2. *Udai Paarik*, 2011. **Understanding Organisational Behaviour**. Oxford University press, 3rd Edition.
3. *Fred Luthans*, 2010. **Organisational Behaviour**. TMH Publishers, New Delhi.

17UBM23P	CORE LAB I: PC SOFTWARE (MS OFFICE)	SEMESTER - II

Total Credits:2
Hours Per Week: 4

LIST OF PRACTICALS

MS WORD

1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre.
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
5. Preparing the document in newspaper column layout
6. Demonstrate OLE concept by linking an excel worksheet into a work document

MS EXCEL

1. Worksheet Using formulas
2. Worksheet Manipulation for electricity bill preparation
3. Drawing graphs to illustrate class performance
4. Create a pivot table to analyze worksheet data
5. Create an excel sheet to enter mark sheet and filter the required fields
6. Using conditional formatting to highlight the particular data

MS ACCESS

1. Simple commands perform sorting on name, place and pin code of Students database and Address printing using label format
2. Pay roll processing
3. Inventory control
4. Screen designing for data entry

MS POWER POINT

1. Prepare a power point presentation with at least three slides for Department inaugural function.
2. Draw an organization chart with minimum three hierarchical levels
3. Design an advertisement campaign with minimum three slides
4. Insert an excel chart into a power point slide

17UMA2AC	COURSE NAME: MATHEMATICS FOR MANAGEMENT-II	SEMESTER - II

PREAMBLE:

➢ To gain the basic mathematics concepts and formulate the mathematical problems.

➢ Apply mathematical techniques to solve the modern business problems.

Course Outcomes

In the successful completion of the course, student will be able to

CO Number	CO Statement	Knowledge level
CO1	Learn to convert practical situations into mathematical problems.	K1
CO2	Learn the business related transportation problems	K1
CO3	Apply graphical method to solve LPP.	K2
CO4	Solve problems in game theory.	K3
CO5	Solve problems using CPM in project management	K3

Mapping with Programme Outcomes

CO5/PO5	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S-Strong : M-Medium : L-Low

17UMA2AC	**ALLIED PAPER - II:** **MATHEMATICS FOR MANAGEMENT-II**	**SEMESTER - II**

Total Credits: 5
Hours Per Week: 5

UNIT - I

Operations Research-An Overview: Origin and Development of O.R-Nature and features in O.R-Modelling in O.R- Applications of O.R - Linear Programming Problem: Introduction- Mathematical Formulation of the problem – Graphical solutions Method – Simple Problems.

UNIT - II

Transportation Problem (Non- degenerate only) - Simple Problems only.

UNIT - III

Assignment problems – Travelling Salesman problem – Simple problems only.

UNIT - IV

Game Theory: Two person zero-sum Games – Games without saddle points – Mixed strategies - Graphical Solution of 2xn and mx2 Games - Simple problems only.

UNIT - V

Network and basic components – Rules of network construction – Critical path Analysis – Probability considerations in PERT- Simple problems.

Note: Problems only Theory will not be included.

TEXT BOOK:

1. *Manmohan, Gupta, P.K and Kanthiswarup.* 1998. **Operations Research.** S. Chand & sons.

REFERENCE BOOKS:

1. *Gupta, P.K. and. Hira, D.S,* 2002**.Problems In Operations Research**. S. Chand Publication.

2. *Vittal, P.R,* 2013. **Operations Research** .Margham Publishers,Chennai.

17UBM33A	COURSE NAME: FINANCIAL ACCOUNTING	SEMESTER - III

PREAMBLE:

This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.	K1
CO2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.	K2
CO3	Construct the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.	K3
CO4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.	K3
CO5	Prepare the accounts from incomplete records by calculating the capital and profit through statement of affairs.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM33A	**CORE PAPER V :** **FINANCIAL ACCOUNTING**	**SEMESTER - III**

Total Credits: 4
Hours Per Week: 5

UNIT – I

Basic Accounting Concepts – Kinds of Accounts – Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts – Problems – Subsidiary Books – Cash Book – Types of Cash Book – Problems – Purchase Book – Sales Book – Sales Return and Purchase Return Books.

UNIT – II

Trial Balance – Errors – Types of Errors – Rectification of Errors – Problems – Bank Reconciliation Statement – Problems.

UNIT – III

Manufacturing – Trading – Profit & Loss Account – Balance Sheet – Problems with simple adjustments

UNIT – IV

Accounting for Non-trading Institutions – Income & Expenditure Account – Receipts & Payments Account and Balance Sheet – Accounting for Depreciation – Methods of Depreciation – Problems (Straight-line Method and Written-down value Method only)

UNIT – V

Preparation of Accounts from Incomplete Records – Preparing Statement of Affairs – (Problems) – Accounting Standards (Theory)

TEXT BOOKS:

1. *Grewal, T.S*, 2015. **Double Entry Book Keeping**. Sultan Chand and Co., New Delhi.

2. *Jain and Narang*, 2015. **Advanced Accountancy**. Kalyani Publishers, New Delhi

REFERENCE BOOKS:

1. *Shukla and Grewal*, 2007. **Advanced Accountancy**. Sultan Chand and Co., 13th Edition.

2. *Gupta R.L.*, 2005. **Advanced Accountancy**. Sultan Chand and Co.

3. *Gupta R.L., and Radhaswamy M.,* 2014. **Advanced Accountancy** (Theory, Method and Application). Sultan Chand and Sons.

17UBM33B	COURSE NAME : PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER - III

PREAMBLE:

The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and procedure for getting an ISO.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Enumerate the production processes and production planning and control.	K1
CO2	Explain the materials handling principles and different types of maintenance.	K2
CO3	Describe the material management, domestic and import purchase procedures and vendor rating and development.	K2
CO4	Summarize the Inventory tools and techniques and storekeeping procedures	K2
CO5	Discuss about the quality control, Total Quality Management, Bench marking and ISO	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM33B	**CORE PAPER VI – PRODUCTION AND MATERIALS MANAGEMENT**	**SEMESTER -III**

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

To enable the students to acquire knowledge of production processes and Materials Management

1. Principles, functions and process of Production Management
2. Effective management of materials.

CONTENT

UNIT - I

Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNIT - II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study.

UNIT - III

Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development .

UNIT - IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper – Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

UNIT - V

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning -Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1.   *Banga.T.R. and Sharma.S.C.,* 2017. **Industrial Engineering and Management Science.** Khanna publishers Pvt. Ltd, New Delhi, 11th Edition.

2.   *O.P. Khanna,* 2010. **Industrial Engineering and Management**. Dhanapat rai publications, New Delhi, 3rd Edition.

REFERNCE BOOK:

1. *M.M. Varma,* 2012. **Materials Management**. Jain Book Agency Publishers, 4th Edition.

17UBM33C	**COURSE NAME :** MARKETING MANAGEMENT	**SEMESTER - III**

PREAMBLE:

      This course is to provide knowledge for the students to learn the principles of marketing, market segmentation, channels, product life cycle and marketing risk in order to manage the rapid changes and challenging competitive marketing environment in the functional areas like marketing, product, pricing and branding in the modern trends of business.

Course Outcomes

      In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Define the meaning of marketing and describe the concepts and importance in various areas of marketing environment.	K1
CO2	Identify the buyer behavior in order to make market segmentation through market strategy by adopting various types of channels.	K2
CO3	Interpret the product and its life cycle, selecting the product mix and packing decisions in order to develop new products and strategies..	K3
CO4	Discover pricing policies in order to meet competitions and selecting physical distribution to tackle the marketing risk.	K3
CO5	Choose branding decisions, image, identity, and positioning in order to leverage the brand and its equity.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM33C	**CORE PAPER VII :** MARKETING MANAGEMENT	**SEMESTER - III**

Total Credits: 5
Hours Per Week: 5

UNIT – I

Definitions of Marketing – Marketing Management – Marketing Concepts – Meaning – Importance of Marketing in Developing Countries – Functions of Marketing – Marketing Environment – Various Environmental Factors Affecting the Marketing Functions.

UNIT – II

Buyer Behaviour – Buying Motives –Marketing Psychology- Market Segmentation - Bases – Marketing Strategy – Definition and Types of Channels – Channel Selection and Problems.

UNIT – III

The Product – Types – Consumer Goods – Industrial Goods – Product Life Cycle (PLC) – Product Mix – Modification and Elimination – Packing – Developing New Products – Strategies.

UNIT – IV

Pricing – Meaning to Buyer and Seller – Pricing Policies – Objectives – Factors Influencing Pricing Decisions – Competitors Action to Price Changes – Multi Product Pricing – Physical Distribution – Management of Physical Distribution – Marketing Risks.

UNIT – V

Branding Decisions – Brand-Brand Image – Brand Identity – Brand Personality – Positioning and Leveraging the Brands – Brands Equity

TEXT BOOK:

1. *Rajan Nair and Gupta C.B,* 2016. **Marketing Management**. Sultan Chand and Sons, New Delhi.

2. *R.S.N.Pillai and Bagavathi,* 2014. **Modern Marketing.** S.Chand & Company Ltd., New Delhi.

3. *C.N.Sontakki*, 2011. **Marketing Management**. Kalyani Publisher, New Delhi.

REFERENCE BOOKS:

1. *Philip Kotler and Kevin Lane Keller*, 2016. **Marketing Management**. Pearson Education Limited, England.

17UBM33D	COURSE NAME : BUSINESS LAW	SEMESTER - III

PREAMBLE:

The objective of the business law is to enable students to understand the legal framework of business. The coverage includes contracts, offer, acceptances, considerations, agreement, hire purchase agreement, bailment, property law, principal, agency and cyber law.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Explains about essentials of contracts, offer and acceptance.	K1
CO2	Describes the rules of consideration and consent.	K2
CO3	Differentiates the various agreement, contract of sales and breach of contract.	K3
CO4	Discuss about documents of title of goods, transfer of property and right of resale.	K1
CO5	Interprets agency and cyber law.	K1

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM33D	**CORE PAPER VIII : BUSINESS LAW**	**SEMESTER - III**

Total Credits: 3
Hours Per Week: 4

UNIT - I

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract

UNIT – II

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

UNIT – III

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.

UNIT – IV

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat Emptor - Exceptions - Transfer of property -

Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency - Cyber Law.

TEXT BOOKS:

1. *Kapoor.N.D*,2014. **Elements of Mercantile Law**. Sultan Chand and Sons, 13th Edition, New Delhi.

2. *Shukla M.C,* 2010. **A Manual of Mercantile Law.** S. Chand, 13th Edition,New Delhi.

REFERENCE BOOKS:

1. *Kandasami.K.P,* 2013. **Banking Law and Practice**. Sultan Chand and Sons, 4th Revised edition, New Delhi.

2. *Singh, B.K. & Tiwari, A 2015.,* **"Business Regulatory Framework"**, SBPD Publishing, Agra.

3. *Avatar Singh* 2014– **The Principles of Mercantile Law, Estern Book Co.** Lucknow.

17UBM3AP	ALLIED LAB I- TALLY	SEMESTER -III

Total Credits: 2
Hours Per Week: 4

OBJECTIVES:

1. To introduce Basic of Accounts and the usage of Tally for accounting purpose;
2. To learn the statutory features of Tally.

CONTENTS

1. Company Creation and Alteration.

2. Creating and Displaying Ledger.

3. Voucher Creation.

4. Voucher Alteration and Deletion.

5. Inventory Information – Stock Summary.

6. Inventory Information – Godown Creation and alteration.

7. Day Book.

8. Final accounts.

9. Bank reconciliation statement.

10. Accounting and Inventory Information.

11. Bill wise Statements.

12. Trading Account

17UBM3SV	SKILL BASED SUBJECT-I: COMMUNICATION SKILLS - I (READING AND WRITING)	SEMESTER III

Total Credits: 3
Hours Per Week: 3

LISTENING:

1. Write an essay on the ART OF LISTENING in your own words. List the qualities for a good listener.

2. Illustrate the difference between hearing and listening

3. Enumerate the types of listeners

4. Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.

5. Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

SPEAKING:

1. Write an essay on the ART OF SPEAKING in your own words

2. Appreciate the importance of vocabulary and build the same.

3. Use Oxford – 3000 key words in different sentences (OUP.com)

4. Read a passage from the newspaper and compare with that of the news broadcast from TV

5. Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.

6. Role play and simulated games with more speaking

7. Conversational practice (situations)): 1. At the college, 2.Outside the campus, 3.At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review

8. Anecdotes and Stories

9. Vary Your Volume, watch your tone and record your voice for replay in the preferred group

17UED34T	**NMEC-I: INTRODUCTION TO INTERNATIONAL TRADE**	**SEMESTER - III**

Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

1. To have awareness on acts governing foreign trade in India

2. To study various incentives given for exporters and importers

3. To understand documents used for exports and imports

UNIT - I

International marketing-national & international marketing-difficulties and barriers of international marketing-Categories of Exporters.

UNIT - II

Market FTDR Act 1992- FEMA- India's foreign trade Policy 2015-2020-Entry Strategies-Export Licensing Procedures and Formalities.

UNIT - III

Export Promotion Capital Goods Scheme (EPCG) - Export Credit Guarantee Corporation (ECGC).

UNIT - IV

Types of ships-role of intermediaries-Major and minor ports in India-issues in Indian shipping industry

UNIT - V

Documents used for exports-customs clearance for exports and imports

TEXT BOOKS:

1. *Mahajam.M.L.* **Export Do It Yourself.** [19th edition]. Snow White Publications, 2015. (UNIT I ,II.V).

2. *Francis Cherunilam.* **International trade and export management**. Himalaya Publishing house, 2010(Unit III).

3. *Dr.Krishnaveni Muthiah* . **Logistics Management World Seaborne Trade**. [2nd edition], Himalaya Publishing House, 2010. (Unit IV).

REFERENCE BOOKS:

1. *Mahajam.M.L.*Export. **Export Policy, Procedures and Documentation**. [26th ed]. Snow White Publications, 2015

2. *Rai Usha Kiran.* **Export - Import and Logistics Management**. [2nd edition] . PHI Publishing House, 2010.(Unit I to V)

17UBM43A	**COURSE NAME :** **HUMAN RESOURCE MANAGEMENT**	**SEMESTER - IV**

PREAMBLE:

To familiarize the students with the Human Resource Management, Functions of HR Department, Manpower planning, performance appraisal system, Salary administration, Labour Welfare and Industrial Relations

Course Outcomes

On the successful completion of the course, Students will be able to

Co Number	CO Statement	Knowledge level
CO1	Acquire the knowledge of human resource and the functional aspects of human resource management in the organization.	K1
CO2	Understand the importance of job performance and the various methods in recruitment and selection procedures of the multi level corporate.	K2
CO3	Carry out various performances appraisal system, human resource policies, planning and employee relations in the organization.	K3
CO4	Illustrate the wage and salary administration system , employee welfare measures to the higher order level of employee benefits.	K3
CO5	Implement the industrial relation mechanism, trade union influences and worker participation in the management.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM43A	CORE PAPER IX : HUMAN RESOURCE MANAGEMENT	SEMESTER - IV

Total Credits: 4
Hours Per Week: 5

UNIT – I

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of HR manager - Organisation of HR department – HR Policies and Procedures.

UNIT – II

Manpower planning - Job analysis – Job description - - Job specification - Recruitment and Selection - Training and Development.

UNIT –III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT –IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT – V

Industrial relations - Trade unionism - Grievance handling – collective bargaining - worker's participation in management.

TEXT BOOKS:

1. *VSP. Rao,*2008**. Human Resource Management Text and Cases**. Excel Book Publishers, New   Delhi, 2nd Edition.

2. *Tripathy.P.C,* 2014. **Human Resource Management**. Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS:

1. *Mamoria.C.B and S.V. Gankar* 2008. **Human Resource Management**, Himalaya Publishing House. New Delhi.

2. *Bhagoliwal.T.N,* 2002. **Personnel Management and Industrial Relations**. Sahitya Bhavan Publishers, Agra.

3. *L.M. Prasad*, 2014. **Human Resource Management**. Sultan Chand and Sons, New Delhi, 3rd Edition.

17UBM43B	COURSE NAME : INSURANCE PRINCIPLES AND PRACTICE	SEMESTER -IV

PREAMBLE:

This course intends to provide a basic understanding of the insurance mechanism, risk insurance, insurance market operations, and insurance contracts. An overview of major life insurance and general insurance products are discussed.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Examine the risk and relevance involved in insurance industry and to suggest the importance of insurance.	K1
CO2	Suggest the importance of life insurance, terms and conditions of insurance, contract and products.	K3
CO3	Insight the knowledge of general insurance practice, laws, terms and conditions, claim and procedure of insurance.	K3
CO4	Understand the fire and marine insurance, general insurance, loss and recover. To study the terms and conditions of insurance.	K3
CO5	To understand other business insurances and practices of Health insurance in Indian climate.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	M	S	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM43B	CORE PAPER X : INSURANCE PRINCIPLES AND PRACTICE	SEMESTER -IV

Total Credits: 4
Hours Per Week: 5

UNIT - I

Insurance principles- Defining Risk and Uncertainty - Classification of risk. Insurance -nature and significance of Insurance, principles of insurance. Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.

UNIT - II

Life Insurance - Law relating to life Insurance - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims - ULIPs – terms and conditions – rider – top up – premium. Term insurance.

UNIT - III

General Insurance - Law relating to general insurance - different types of general insurance general insurance Vs life insurance - Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy - Renewal procedure - Claims – Surveyors and loss assessors.

UNIT - IV

Fire insurance - various types of fire policy – Coverages – subrogation - double insurance - contribution - proximate cause - claims of recovery. Marine Insurance - scope and nature - types of policy - insurable interest - disclosure and representation - insured perils - proximity cause – voyage - warranties – subrogation - contribution.

UNIT - V

Miscellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature, terms and conditions of Health Insurance - Personal Accident insurance.

TEXT BOOKS:

1. *Mishra.M.N.* 2013, **Insurance Principles and Practices**. S.Chand and Sons Publishers.

REFERNCE BOOKS:

1. *Kothari and Bahl,* 2011. **Principles and Practices of Insurance,** Cengage Learning

2. *Karam Pal, Bodla.B.S. and Garg.M.C* 2007. **Insurance Management –Principles and Practices,** Deep and Deep Publisher,, New Delhi, **2007**.

17UBM43C	COURSE NAME : ADVERTISING AND SALES PROMOTION	SEMESTER -IV

PREAMBLE:

To provide an insight for the students to acquire knowledge in advertising, media of advertising, advertising agencies, budgeting, social effects of advertising and advertising layout. To understand about sales force management and sales promotion.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Recognize the meaning of advertising and its media.	K1
CO2	Interpret advertising agencies and effects of advertising.	K2
CO3	Discuss about advertising layout, advertising campaign and its stages.	K2
CO4	Illustrate sales force size, recruitment and selection, training and motivations.	K3
CO5	Demonstrate the process of sales promotion and its strategies.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM43C	CORE PAPER XI : ADVERTISING AND SALES PROMOTION	SEMESTER -IV

Total Credits: 4
Hours Per Week: 4

UNIT – I

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-outdoor advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising – recent trends in advertising.

UNIT - II

Advertising agencies-advertising budget-advertising appeals - advertising organization-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

UNIT –III

Advertising layout- functions-design of layout-typography printing process and reproduction paper, cloth- size of advertising-repeat advertising-advertising campaign and its stages- advertising ethics.

UNIT-IV

Sales force Management-Importance-sales force decision-sales force size-recruitment &selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

UNIT - V

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising - techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee.

TEXT BOOKS:

1. *Bolen J.H.,* 2011, **Advertising and sales promotion,** Prectice, Jaico, Publishing House.

2. *Sontaki C.N*, 2012, **Advertising.** Kalyani Publishers, New Delhi, 3rd Edition.

REFERENCE BOOKS:

1. **Advertising and Sales Promotion (Marketing Management - III)**, Asian Books, 2011 by Sarangi.S.K.

2. *Davar S.K.,* **Salesmanship and Advertising** Margham Publications, 2nd **edition** (2012).

17UBM43P	**CORE LAB II : INTERNET AND WEB PAGE PROGRAMMING**	**SEMESTER -IV**

Total Credits: 2
Hours Per Week: 4

LIST OF PROGRAMS

1. Create a new mail id using any available service providers.
2. Send an email to a person with an attachment.
3. Send a greeting to a person using internet.
4. Develop a HTML page to check username and password.
5. Develop a HTML page to add and remove item from list box.
6. Develop a HTML page to link other web page.
7. Develop a HTML page to scroll text from left to right.
8. Develop a HTML page to display an advertisement.
9. Develop a static HTML page for college information.
10. Develop a HTML page to input information to create a mail id.
11. Develop a HTML page to conduct auction.
12. The following program based on database.
13. Develop a HTML page to input student information.
14. Develop a HTML page to display student results for a given roll number.
15. Develop a DHTML page to sale a product to users.
16. Develop a DHTML page to display product information for a given product id.

17UBM4AA	**ALLIED PAPER : TAXATION LAW AND PRACTICE**	**SEMESTER -IV**

PREAMBLE:

To enable the students to acquire knowledge in Principles of Taxation, Direct and Indirect Taxes which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial transactions.

Course Outcomes
In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Define tax, direct, indirect taxation and residential status	K1
CO2	Interpret the income under salary and house property	K2
CO3	Interpret the income under profits and gains of business, profession and capital gains	K2
CO4	Explain about indirect taxes and VAT	K3
CO5	Compare and classify central excise duty, import and export duty	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM4AA	ALLIED PAPER III: TAXATION LAW AND PRACTICE	SEMESTER -IV

Total Credits: 4
Hours Per Week: 5

UNIT – I

General Principles of Taxation, Distinction between Direct and Indirect taxes, Tax Evasion –Avoidance –Causes -Remedies. Direct Taxes: Income Tax Act 1961 –Important Definitions –Basis of Charge –Residential Status –Income exempted from Income tax –Heads of income.

UNIT – II

Computation of income under salary and house property (Problems to be included).

UNIT – III

Computation of Income under Profits and Gains of Business -Profession -Capital Gains (problems be included).-Income tax Authorities –Duties and their Powers.

UNIT – IV

GST- Introduction- History of GST in India- Transition to GST- GST Procedure- advantages of GST- components of GST- GST penalties and appeals.

UNIT – V

Customs Duties –Introduction of Customs- Classification of Goods-Exemption from Customs Duty-Levy of Import and Export Duty –Types of Import Duty.

TEXT BOOKS:

1. Bhagavathi Prasad, 2014, **Income Tax Law and Practice,** Wishwa Prakashan publishers, New Delhi.

2. Gour.V.P and Narang.D.B, 2012. **Income Tax Law and Practice**. Kalyani Publishers, Chennai.

3. V. Balachandran and S. Thothadri, 2013, **Taxation Law and Practice**, Volume 1, PHI Learning Private Limited, New Delhi.

REFERENCE BOOKS:

1. Mahesh Chandra and D.C. Shukla, 2004, **Income Tax Law and Practice**, Pragati publications, New Delhi.

2. Akhileshwar Pathak and Savan Godiawala, 2013, **Business Taxation,** Tata McGraw Hill, New Delhi.

17UBM4SV	SKILL BASED SUBJECT-II: COMMUNICATION SKILLS - II (LISTENING AND SPEAKING)	SEMESTER IV

Total Credits: 3
Hours Per Week: 3

Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution - Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

1. Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode

2. Application Writing – preparation of job-specific Resume /CV

3. Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.

4. List any three MNC's and FMCGs operating in India along with their products or services offered.

5. Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN

6. Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government

7. Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.

8. Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.

9. Comprehension: Market / field study report on a locale issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

10. For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.

11. List the environmental issues of an industry of your choice operating in region

12. Select any organization and undertake SWOT analysis.

13. Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.

14. Pick any three print advertisements and critically evaluate them

17UED44T	**NMEC-II: BASICS OF ENTREPRENEURSHIP**	**SEMESTER IV**

Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

To enable the students to acquire knowledge of Entrepreneurship

1. EDP, Project management
2. Institutional support to entrepreneurial development

UNIT - I

Meaning of entrepreneurship - functions and types of entrepreneur – Qualities of a successful entrepreneur- Intrapreneur - Role of entrepreneurship in economic development.

UNIT - II

Entrepreneurship development programmes – need – objectives - course contents - phases - evaluation.

UNIT - III

Institutional support to entrepreneurs - DIC, NSIC, SIDO, SISI, KVIC.

UNIT - IV

Meaning of project - project identification – selection - project formulation - contents of a project report – Planning commission guidelines for formulating a project - specimen of a project report.

UNIT - V

Source of finance for a project - Institutional finance to entrepreneurs - IDBI, IFCI, ICICI, SIDBI, TIIC.

TEXT BOOKS:

1. *Khanka.S.S,* 2007. **Entrepreneurial Development**. S.Chand & Company Ltd. New Delhi.

2. *Gupta.C.B and Srinivasan.N.P,*2015. **Entrepreneurial Development**. Sultan Chand and Sons, New Delhi.

REFERNCE BOOKS:

1. *Choudhury.S,* 2017. **Project Management**. Tata McGraw Hill Publishing Co. Ltd., New Delhi.

17UBM53A	COURSE NAME: FINANCIAL MANAGEMENT	SEMESTER - V

PREAMBLE:

The financial management provides an introduction to the basic concepts of finance, helps to apply the concepts of time value of money and to identify the various financing decision of the firm by explaining capital structure, dividend policy, to manage the working capital along with capital budgeting.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Defines the objectives and functions of the firm.	K1
CO2	Describes the various financing decision.	K2
CO3	Illustrates the capital structure and dividend policy.	K3
CO4	Manipulate the working capital management	K3
CO5	Demonstrate the fundamentals of capital budgeting	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM53A	CORE PAPER XII: FINANCIAL MANAGEMENT	SEMESTER - V

Total Credits: 5
Hours Per Week: 6

UNIT - I

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximization. Basics of time value of money- Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity – preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III

Capital Structure - Factors influencing capital structure – optimal capital structure – Dividend and Dividend policy: Meaning, classification - sources available for dividends - general determinants of dividend policy.

UNIT - IV

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credits policies.

UNIT - V

Investment decision - Capital budgeting-meaning-objectives-preparation of various types of capital budgeting.

TEXT BOOKS:

1. *Kulkarni.P.V, Sathya Prasad.B.G,* 2011. **Financial Management**. Himalaya Publishing House, 14th Edition edition, New Delhi.

2. *Khan.M.Y and Jain.P.K,* 2014. **Financial Management (Text, Problems and Cases)**. Tata Mc.Graw Hill Education Pvt. Ltd, 2001, 7rd Edition, New Delhi.

REFERENCE BOOKS:

1. *Pandey.I.M,* 2016. **Financial Management**. Vikas Publishing House Pvt. Ltd, 11th Edition, New Delhi

2. *Dr. JK Singh 2017*. **Financial Management theory and practice,** Galgotia Publishing Company, 2nd edition, New Delhi

17UBM53B	**COURSE NAME:** **RESEARCH METHODS FOR** **MANAGEMENT**	**SEMESTER -V**

PREAMBLE:

To determine the students in the areas of Research, methods of sampling technique, Data collection methods, to Analysis and interpretation data and to enhance the various application of research.

Course Outcomes

On the successful completion of the course, Students will be able to

Co Number	CO Statement	Knowledge level
CO1	Acquire the knowledge of research and basic fundamentals of sampling technique and research design in the core areas of research.	K1
CO2	Construct the data collection tools, scaling techniques with editing, coding and tabulating the collected data from the respondents.	K2
CO3	Prepare the statistical data analysis with the help of various statistical tools like Chi-square analysis, Z-Test, t-Test, F-test, ANOVA.	K3
CO4	Illustrate the techniques of documenting research report.	K2
CO5	Enhance the students with different applications of research like price research, motivation research, promotion research, distribution research.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM53B	**CORE PAPER XIII: RESEARCH METHODS FOR MANAGEMENT**	**SEMESTER -V**

Total Credits: 4
Hours Per Week:6

UNIT – I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT – II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data -Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT – III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test- F test (Simple Problems Only)

UNIT – IV

Interpretation and report writing - steps in writing reports - layout of report, types-Principles of report writing - Graphical representation of results.

UNIT – V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. *Kothari.C.R,* 2014. **Research Methodology**. New age international publisher, 2nd Edition.

2. *D.D. Sharma,* 2011. **Marketing Research**. Sultan Chand and Sons, New Delhi, 2nd Edition.

REFERENCE BOOKS:

1. *Green, Paul E., Tull, Donald S., Albaum and Gerald*, 2012. **Research for Marketing Decisions**.PHI Learning, 5th Edition.

2. *H.W.Boyd and Westfall*,2002. **Marketing Research**. All India Travellers Book Sellers, New Delhi, 7th Edition.

17UBM53C	COURSE NAME : COST AND MANAGEMENT ACCOUNTING	SEMESTER – V

PREAMBLE:

This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.	K1
CO2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.	K2
CO3	Interpret the financial statements through comparative and common size by using various financial ratios.	K3
CO4	Sketch the fund flow and cash flow statements by calculating funds and cash from operations.	K3
CO5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM53C	**CORE PAPER -XIV : COST AND MANAGEMENT ACCOUNTING**	**SEMESTER - V**

Total Credits: 4
Hours Per Week: 6

UNIT – I

Meaning – Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost Concepts and Costs Classification (Theory and Problems)

UNIT – II

Preparation of Cost Sheet – Stores Control – EOQ – Maximum, Minimum Reordering Levels – Pricing of Materials Issues – FIFO – LIFO – Average Cost – Standard Price Methods – Labour Cost – Remuneration and Incentives. (Problems)

UNIT – III

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation – Ratio Analysis – Classification of Ratios – Liquidity – Profitability – Solvency – Inter-firm Comparison. (Theory and Problems)

UNIT – IV

Fund Flow Analysis – Cash Flow Analysis (Problems only)

UNIT – V

Budgeting – Types of Budgets - Preparation of Various Budgets – Zero Base Budgeting – Marginal Costing – Cost Volume Profit Analysis (Theory and Problems)

TEXT BOOKS:

1. *Shashi K Gupta and Sharma R.K*, 2013. **Cost and Management Accounting**. Kalyani Publishers, New Delhi.

2. *Jain S.P and Narang*, 2011. **Cost Accounting Principles and Practice**. Kalyani Publishers, New Delhi, 5th Edition.

REFERENCE BOOKS:

1. *Dr.Maheswari S.N.*, 2014. **Cost and Management Accounting**. Sultan Chand and Sons, New Delhi, 9th Edition.

2. *Nigam and Sharma*, 2010. **Theory and Techniques of Cost Accounting**. Himalaya Publishing House.

17UBM53P	CORE LAB III– VISUAL BASIC	SEMESTER -V

Total Credits: 2
Hours Per Week: 4

LIST OF PROGRAMS:

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.
13. Use Employee information for the following projects.
14. Develop a VB project to search and delete a record in Access database using data control.
15. Develop a VB project to perform the following operation in Access database using DAO.
    A. Move first record
    B. Move next record
    C. Move previous record
    D. Move last record
16. Develop a VB project to insert and modify a record in Access database using ADO.

17UBM5EA	ELECTIVE PAPER -I : MODERN OFFICE MANAGEMENT	SEMESTER - V

PREAMBLE:

The course focuses on office management, principles of office organization, space management, communication skills, types of office correspondence, basic knowledge of various types of record keeping, systems, principles and procedures, personal habits and work habits.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Enumerates about various concepts and principles of modern office, qualification and qualities of office manager.	K1
CO2	Explains about office environment qualities, basic safety measures, means of communication and their barriers.	K2
CO3	Sketches the importance of office correspondence, typing, methods of record keeping and filing procedures.	K3
CO4	Interprets system procedure, principles and various types of reports.	K3
CO5	Modify personnel management selection, training, control, basics of employee welfare and work appraisal.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	M	S

S – Strong; M-Medium; L-Low

| 17UBM5EA | **ELECTIVE PAPER -I : MODERN OFFICE MANAGEMENT** | SEMESTER - V |

Total Credits: 4
Hours Per Week: 5

UNIT - I

Office Management and organization: Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

UNIT - II

Office Environment and Communication: Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

UNIT – III

Office correspondence and Record management: Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

UNIT – IV

Office systems and Procedures: Systems – procedure – Advantages – Characteristics of sound office system and procedures – work simplification – principles – kinds of reports.

UNIT - V

Office Personnel relations: Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

REFERENCE BOOKS:

1. *Dr.Sahai.I.M*. **Modern office management**. Sathiya Bhawan Agra.

2. *Arora.S.P*, 2009. **Office organization And Management**. Vikas publishing House Pvt Ltd.

17UBM5EB	**ELECTIVE PAPER – I :** **SOFTWARE DESIGN TECHNIQUE**	**SEMESTER - V**

PREAMBLE:

The goal of the software design techniques is to produce a model or representation of a system, which can be used later to build that system. The design of a system is essentially a blueprint or a plan for a solution for the system. The outcome of software design is an efficient and reliable software product.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	It describes the software software size, cost, schedule, and resource allocation for a project with quality	K1
CO2	It defined as the process to judge the approximate cost for a software project. It is one of the most important tools that have effects on the project's planning and budgeting.	K2
CO3	To describe the features and functionalities of the target system. Requirements convey the expectations of users from the software product.	K2
CO4	To experiment the models based on the user specification and guidelines followed by the documentation (SRS).	K3
CO5	To predicts and prevents the occurrence of issues, bugs or defects in the application or product to prove the software quality.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM5EB	**ELECTIVE PAPER – I :** **SOFTWARE DESIGN TECHNIQUE**	**SEMESTER - V**

Total Credits: 4
Hours Per Week: 5

UNIT - I

Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Factors. Planning a Software Project: Planning the Development Process – Planning an Organizational Structure.

UNIT - II

Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT - III

Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. Software Design: Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT - IV

Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT - V

Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

TEXT BOOK:

1. *Stephen Schach*, 2010. **Software Engineering**. 7th edition, TMH.

REFERENCE BOOKS:

1. *Eve Anderson*, *Philip Greenspun, Andrew Grumet*, 2006. **Software Engineering for Internet Applications**. PHI.

2. *Rajib Mall,* 2009. **Fundamentals of Software Engineering** . 2nd edition, PHI

3. *Richard Fairley***,** 1997**. Software engineering concepts**. tmh. (unit-i: 1.1-1.3,2.3-2.4 unit-ii: 3.1-3.4 unit iii: 4.1-4.2,5.1-5.2 unit-iv:,6.1-6.4 unit-v: 8.1-8.2, 8.5-8.6)

17UBM5EC	ELECTIVE PAPER I : CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER - V

PREAMBLE:

To analyze the behavior of customers and their value and to build a stable relationship between business and its customers in a paramount of continuous success. It is best achieved through good relationship management.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Understand and address the needs of consumers through the customer buying cycle.	K1
CO2	Portray the needs of customers with the help CRM Strategy in order to meet the customer requirement.	K3
CO3	Acquire the knowledge in the enterprise marketing to meet the corporate challenges.	K3
CO4	Enhance the cultural facilitates in the developing organization, best practice in selecting vendors and benchmarking standards are elaborated.	K3
CO5	Data was needed across various touch points to help marketers understand consumer behaviors and trends.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM5EC	**ELECTIVE PAPER I : CUSTOMER RELATIONSHIP MANAGEMENT**	**SEMESTER - V**

Total Credits: 4
Hours Per Week: 5

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle.

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM.

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India.

UNIT –IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection.

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – CRM in different sectors.

REFERENCE BOOKS:

1. *Shajahan.S,*1997. **Relationship Marketing**. Tata Mc Graw Hill.

2. *Paul Green Berg,* 2002**. Customer Relationship Management**. Tata Mc Graw Hill.

3. *Philip Kotler,* 2005. **Marketing Management**.Prentice Hall.

4. *Barry Berman and Joel R Evans*, 2006. **Retail Management**. A Strategic Approach, Prentice Hall of India, Tenth Edition.

17UBM5SV	SKILL BASED SUBJECT-III: CAMPUS TO CORPORATE	SEMESTER - V

Total Credits: 3
Hours Per Week: 3

To train the learners for smooth transition from their campus to corporate for employment...

ETIQUETTE ELABORATED:

Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) –Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

ATTIRE ASPECTS:

Paste your own photograph in formal and informal dress –Dressing sense and grooming skills –Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-COMMUNICATION:

Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory –Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using Skype – work with social networking sites such as LinkedIn, face book, orkut, tumbler, twitter –narrate them in the SDRN with clippings as evidence.

APTITUDE APPETIZER:

Quantitative verbal aptitude —practice–shortcut routes–workouts from previous year / batch tests –familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies

17UBM63A	COURSE NAME : ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER -VI

PREAMBLE:

To energise the students to acquire the knowledge of Entrepreneurship, Entrepreneurial Development Programmes, Project management, Institutional support to entrepreneurial development.

Course Outcomes

On the successful completion of the course, Students will be able to

Co Number	CO Statement	Knowledge level
CO1	Introduce the basic concept of entrepreneurship and the various role played by an entrepreneur in the emerging world.	K1
CO2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.	K2
CO3	Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager.	K1
CO4	Understand the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.	K2
CO5	Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM63A	**CORE PAPER XV – ENTREPRENEURSHIP AND PROJECT MANAGEMENT**	**SEMESTER -VI**

Total Credits: 4
Hours Per Week: 5

UNIT - I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship -Intrapreneur - Role of entrepreneurship in economic development.

UNIT - II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

UNIT - III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT - IV

Project identification - selection - project formulation – contents of a project report – planning commission guidelines for formulating a project - specimen of a project report.

UNIT - V

Source of finance for a project - Institutional finance to Entrepreneurs - project evaluation - objectives - types - methods.

TEXT BOOKS:

1. *Khanka.S.S,* 2007. **Entrepreneurial Development**. S.Chand & Company Ltd. New Delhi.

2. *Gupta.C.B and Srinivasan.N.P*,2015. **Entrepreneurial Development**. Sultan Chand and Sons, New Delhi.

REFERNCE BOOKS:

1. *Choudhury.S,* 2017. **Project Management**. Tata McGraw Hill Publishing Co. Ltd., New Delhi.

17UBM63B	COURSE NAME: RDBMS AND ORACLE PROGRAMMING	SEMESTER - VI

PREAMBLE:

A Relational Database Management System (RDBMS) is a software system that provides access to a relational database. The software system can be used to create, maintain, manage and use the database. It's possible for users to create, edit and update data in database files.

Course Outcomes

On the successful completion of the course, Students will be able to

17UBM23A	CO Statement	Knowledge level
CO1	To enumerate RDBMS for creating and managing databases without any duplication of data's by using the Normalization Techniques.	K1
CO2	It summarize for end users to create, read, update and delete data in a database using database language.	K2
CO3	To apply the dbms functions to ensure the data integrity and consistency of data in the database.	K3
CO4	Discover the user can able to join two or more tables, perform the set of operations and view the table with index	K3
CO5	To explain the Fundamentals of procedural programming language and to create the cursor, procedure for pointing and controlling the data.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	M	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	M	S

S – Strong; M-Medium; L-Low

17UBM63B	**CORE PAPER XVI : RDBMS AND ORACLE PROGRAMMING**	**SEMESTER - VI**

Total Credits: 2
Hours Per Week: 3

UNIT – I

Data base Management System and RDBMS – Normalization (1NF, 2NF, 3NF) Introduction to Oracle - Data types-Data Definition Language: Creating, altering, dropping tables.

UNIT – II

Data Manipulation Language: Insertions, updating, deletion and select command – Transaction control statements: commit, save point, roll back – Constraints : Defining table and column constraints- Types of Keys.

UNIT – III

Built-in-functions - single row functions: Character, number, date, conversion function -group Functions: Grouping data - Having clause - Nesting group functions.

UNIT – IV

Joins – Types of joins-Set operators – Views - Creating, removing and altering views Sequences - Creation, dropping sequence - Table Indexes.

UNIT – V

Fundamentals of PL/SQL - Reserved words, user-defined identifiers - PL/SQL Block structure – Cursors - Implicit, Explicit cursors - Creating and using stored procedures and Functions -Triggers.

REFERENCE BOOKS:

1. *Steven Feuerstein, Bill Pribyl.* **Oracle PL/SQL Programming**, 6th Edition 2014.

2. *David Loctman*. **Developing Personal Oracle for windows 95 Application**

3. *Ivan Bayross* . **Commercial Application Development using Oracle Developer 2000.**

4. *Ivan Bayaross* . **Oracle 7 the complete reference.**

TEXT BOOKS:

1. *Abraham Silberschatz, Henry F.Korth S.Sudarshan,* **Database System Concepts**, Sixth Edition, 2011.

2. *S.Sumathi, S.Esakirajan,* **Fundamentals of Relational Database Management System,** Springer-Verlag Berlin and Heidelberg GmbH & Co publisher, 2007.

17UBM63C	COURSE NAME : SERVICES MARKETING	SEMESTER VI

PREAMBLE:

The services marketing provides an introduction to the characteristics of services, services marketing mix, helps to understand the pricing strategies, role of communication and technology in marketing of services, develops the understanding of financial services marketing and International services marketing.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Describe the characteristics of services marketing and customer expectations.	K1
CO2	Enumerate the services marketing mix and service pricing strategies.	K1
CO3	Summarize the role of communication and technology in Services marketing.	K2
CO4	Understand the marketing of financial services	K2
CO5	Discuss about the International marketing of services	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM63C	**CORE PAPER XVII : SERVICES MARKETING**	**SEMESTER -VI**

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

UNIT - I

Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Targeting and positioning of service.

UNIT - II

Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.

UNIT – III

Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

UNIT - IV

Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing

Mix Strategies with special reference to Credits Cards, Home Loans, Insurance, Banking and health care industries.

UNIT - V

Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.

TEXT BOOK:

1. Lovelock, 2011. **Services Marketing.** People, Technology and Strategy (Pearson Education, 7th edition).

REFERENCE BOOKS:

1. *Rampal and Gupta*, 2006. **Services Marketing**. Sultan Chand, 8th edition.
2. *Bhattacharjee,* 2009. **Services Marketing**. Excel publishers.
3. *Zeithaml,* 2010. **Services Marketing**. Tata McGraw-Hill, 3rd edition.
4. *Rama Mohana Raok*, 2011. **Services Marketing**. Pearson Education.
5. *Govind Apte*, 2012. **Services Marketing**. Oxford Univ.Press

17UBM63P	**CORE LAB-IV :** **RDBMS AND ORACLE PROGRAMMING**	**SEMESTER -VI**

Total Credits: 2
Hours Per Week: 4

LIST OF PROGRAMS

1. Design a database for student information and insert records for the student table.
2. Alter a field size and delete any of the field in the student database table.
3. Find the percentage of marks of a student and prepare a list of all students who are having arrears.
4. Find the pass percentage of a subject in student database.
5. Prepare semester mark sheet for a given student roll number.
6. Design a database for employee information and insert records for employee table.
7. List all employees with total allowances, total deductions and Net pay
8. Prepare a list of employees who are getting net pay more than 10000.
9. Design a database for bank information and insert records for bank database table.
10. Create a view for an employee with their deposit information.
11. Create a stored function to find net balance of a customer.
12. Create a PL/SQL procedure to deposit amount to bank database.

17UBM6EA	ELECTIVE PAPER II: CONSUMER BEHAVIOUR	SEMESTER -VI

PREAMBLE:

The consumer behaviour enables to learn discipline of consumer behavior, consumer research, consumer motivation, consumer perception, behavioural learning theories, cross cultural consumer behavioural strategies, lifestyle profiles and consumer decision making.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Enumerate the concepts and discipline of consumer behaviour.	K1
CO2	Describe consumer research, motivation and perception.	K2
CO3	Illustrate the study about learning theories and consumer attitude	K3
CO4	Indicate the influence of social class, life style and cross culture on consumer behavior.	K2
CO5	Explain the model of consumer decision making.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM6EA	**ELECTIVE PAPER II:CONSUMER BEHAVIOUR**	**SEMESTER VI**

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

To enable the students to learn

1. Consumer decision making

2. Consumer motivation and perception

3. Consumer learning and attitude

UNIT - I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT – II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception.

UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change.

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT - V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making.

TEXT BOOK:

1.*Leon G. Schiffman and Leslie Lazar Kanuk*, 2013. **Consumer Behaviour**. Prentice — Hall of India, Sixth Edition.

REFERENCE BOOKS:

1. *Paul Green Berg*, 2007. **Customer Relationship Management**. Tata Mc Graw Hill.
2. *Barry Berman and Joel R Evans*, 2006. **Retail Management.** A Strategic Approach, Prentice Hall of India, Tenth Edition.
3. *Gibson G Vedamani*, 2012. **Retail Management**. Functional Principles and Practice, Jaico Publishing House, 4th Edition.

17UBM6EB	ELECTIVE PAPER - II: BANKING LAW AND PRACTICE	SEMESTER - VI

PREAMBLE:

Bank is a form of government regulation which subjects banks to certain requirements, restrictions and guidelines, designed to create market transparency between banking institutions and the individuals and corporations with whom they conduct business, among other things.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Introduction to banking system in India. RBI roles and functions.	K1
CO2	Enhance the knowledge of account opening, deposit, withdrawal procedure.	K3
CO3	Make the students to understand the usage of cheque, purpose and method to handle the cheque.	K3
CO4	Introducing the loan procedure, pledge and mortgage of property.	K3
CO5	Enhance the knowledge of drawing LC, international exchanges and fund management.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM6EB	**ELECTIVE PAPER II:** **BANKING LAW AND PRACTICE**	**SEMESTER VI**

Total Credits: 4
Hours Per Week: 5

UNIT – I

Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI – Banking Regulation Act 1949 – RBI Credit Control Measure – Secrecy of Customer Account

UNIT – II

Opening of Account – Special Types of Customer – Types of Deposit – Transfer of Payment - RTGS, IMPS, Net Banking, Mobile banking – Collection of Banker – Banker Lien

UNIT – III

Cheque – Features Essentials of Valid Cheque – Crossing – Making and Endorsement – Payment of Cheques Statutory Protection Duties to Paying Banker and Collecting Banker – Refusal of Payment Cheques – Duties Holder & Holder ID due course.

UNIT – IV

Loans and Advances by Commercial Bank – Lending Policies of Commercial Bank – Forms of Securities – Lien – Pledge – Hypothecation – Advance against the Documents of Title of Goods – Mortgage

UNIT – V

Position of Surety – Letter of Credit – Bills and Supply Bill – Purchase and Discounting Bill – Traveling Cheque – Credit Card – Teller System.

TEXT BOOKS:

1. Sundharam and Varshney, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi

2. Natarajan & Gordon: Banking Theory and Practice 2015 Himalaya publishing house.

REFERENCE BOOK:

3. The banking Regulation Act (amendments) 2017
4. Reserve Bank of India Act 1934

| 17UBM6EC | **ELECTIVE PAPER - II:**
SYSTEMS ANALYSIS AND DESIGN | **SEMESTER - VI** |

PREAMBLE:

Systems Analysis and Design is an active field in which analysts repetitively learn new approaches and different techniques for building the system more effectively and efficiently. The primary objective of systems analysis and design is to improve organizational systems.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	To describe the system and Understand the fundamental systems development life cycle and its phases	K1
CO2	It examine the system planning and determine the requirements for develop the system	K2
CO3	To summarize the various tools and techniques for system development such as Data Flow Diagrams, Data Dictionary, Decision Trees and tables	K2
CO4	To explain the process of planning a new business system or replacing an existing system by defining its components or modules to satisfy the specific requirements	K2
CO5	To experiment the system to build and to ensure the operational and quality standard	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	M	S	S	M
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	M	S	S	M	S

S – Strong; M-Medium; L-Low

17UBM6EC	**ELECTIVE PAPER II:** **SYSTEMS ANALYSIS AND** **DESIGN**	**SEMESTER - VI**

Total Credits: 4
Hours Per Week: 5

UNIT - I

The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

UNIT - II

Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.

UNIT - III

Tools of structures analysis – data flow diagram – data dictionary- decision tree- decision table –feasibility study- system performance – identification of system objectives description of outputs-feasibility considerations – steps in feasibility analysis- Report and oral presentation –cost benefit analysis.

UNIT - IV

System design –process and stage of system design –methodologies- structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design

– sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT - V

System implementation – system testing and quality assurance-nature of test data –test plan -levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOKS:

1. *Alan Dennis, Barbara Haley Wixom, Roberta, M. Roth.* 2014. Systems Analysis and Design, 6th Edition.

2. *Brijendra Singh,* Systems Analysis and Design. 2016.

REFERENCE BOOK:

1. *James A Senn,* 1989. **Analysis and Design of Information Systems**. Tata McGraw Hill Publishing company, second edition

17UBM6ED	ELECTIVE PAPER -III: E -COMMERCE	SEMESTER VI

PREAMBLE:

Electronic commerce is the application of communication and information sharing technologies among trading partners to the pursuit of business objectives. It is associated with the buying and selling of information, products and services via computer networks. The effects of e-commerce are appearing in all areas of business, from customer service to new product design.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Enumerate the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet	K1
CO2	Describe the essentials of consumer behavior and the characteristics of Internet surfers and EC purchaser.	K2
CO3	To describe form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers	K3
CO4	To explain various business models connected with e-commerce domain, the relationship between the network models.	K3
CO5	To Identify factors that can induce government regulators to seek to safeguard consumers, and describe ways can regulators try to protect the interests of Internet consumers.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S – Strong; M-Medium; L-Low

17UBM6ED	ELECTIVE PAPER III: E -COMMERCE	SEMESTER VI

Total Credits: 4
Hours Per Week: 5

UNIT – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC - Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC:- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet:- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC-Model– Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models

Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

TEXT BOOK:

1. *Kenneth C. Laudon and Carol Guercio Traver*, **E-Commerce 2015**, 11th Edition.

2. *Dave Chaffey,* **Digital Business and E-Commerce Management**, 2014.

REFERENCE BOOKS:

1. *Efraim Turbun*. **Jae Lee and David King**. H. Michael Chung
2. Electronic Commerce, 2000**. A Managerial Perspective**. Pearson Education Asis.

17UBM6EF	ELECTIVE PAPER III: MULTIMEDIA	SEMESTER VI

PREAMBLE:

Multimedia is the field concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (Video), animation, audio, and any other media where every type of information can be represented, stored, transmitted and processed digitally. Multimedia also refers to the use of electronic media to store and experience multimedia content.

Course Outcomes

On the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Describe Multimedia System that is characterized by the processing, storage, generation and manipulation multimedia information in digital and analog representation.	K1
CO2	To learn text that read by special software and creating letters, numbers, special characters, text compression and file format	K2
CO3	To describe the images with quality of pixels, colors, color models, image processing and digital media for images	K2
CO4	Illustrate the Sound in multimedia that terminology used in the analog form, and the digitized form of sound.	K3
CO5	Illustrate the videos, transmission of video signals, video recording system and video file formats.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	S	M	M
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM6EF	ELECTIVE PAPER III: MULTIMEDIA	SEMESTER VI

Total Credits: 4

Hours Per Week: 5

UNIT - I

Introduction: Multimedia presentation and production – characteristics of multimedia presentation – multiple media – utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves – digital representation- need for digital representation.

UNIT - II

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

UNIT - III

Image: Image type –seeing color- color modals –basis steps for image processing scanner- digital camera – interface standards – specification of digital images.

UNIT - IV

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

UNIT - V

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

REFERENCE BOOKS:

1. *Ranjan Parekh,* 2015. **Principles of Multimedia**. TMH.

2. *Tay Vaughan.* **Multimedia** . Making it work, TMH, 7th edition.

3. *Vikas Gupta*, dreamtech paess , 2007. **Comdex multimedia and web design.**

TEXT BOOKS:

1. *Tay Vaughan*, 2011. **Multimedia:Making It Work.** Eight Edition, Tata McGraw Hill Publication.

2. *Suzanne Weixel,* 2006. **Multimedia Basics. Second Edition.** Cengage Learning publication.

17UBM6SV	SKILL BASED SUBJECT-IV: SOFT SKILLS FOR BUSINESS	SEMESTER - VI

Total Credits: 3
Hours Per Week: 3

1. Presentation skills–effective presentation of an idea or concept –use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged
2. Negotiation Skills–dealing and preparing for negotiation –clinching and compromising –observe and record –practical role plays
3. Group Discussions–leaderless group behavior –arguments vs discussions –guiding and controlling –small group practices as well as observation
4. Team Working Skills (Forming, norming, performing)–problems and prospects – encourage team formation inter and intra-class teams –list the experiences
5. Assertiveness building–How to say 'no' and 'yes' –knowing limits – identify and list the occasions where you could not be assertive
6. Facing interviews–How to prepare –how to presents –FAQs
7. Conduct a vox pop–make a brief report –present to the group
8. Non verbal Cues in Communication–Body Language –Gesture – Postures -Facial Expressions
9. Career Options –Skills and physique vis-à-vis career options –career planning –SWOT analysis (self) –Career focus –Awareness of different career and its sources of information, choosing a career.
10. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)
11. A note various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes. The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

REFERENCE BOOKS:

1. *Lesikar and Flatley*. **Study Guides Basic Business Communication.** Skills for Empowering the Internet Generation.

2. *Senguin*. **The Real World and Your Career.** Business Communication

3. *Mary Ellen Guffey and Dana Loewy*. **Process and Product Business Communication**

4. *David Green Macmillan* . **Contemporary English Grammar.** Structure and composition

5. *Krishna swami. N and Shriraman. T.* **Creative English communication**

6. Good English in Business A P H Publishers.

7. *Lindsey Pollak*. **Getting from College to Career.** Your Essential Guide to Succeeding in the Real World

8. *M.S. Rao. I.K.* **Soft Skills Enhancing Employability** . Connecting Campus With Corporate

9. *Bhatnagar* .**International Effective Communication and Soft Skills.**

10. *Sasikumar. V and Dhamija.P.V.***Spoken English.** – A self - learning Guide to Conversation Practice (Audio)

11. *Bittleston, John.* **Sparkplug to Creative Communication** (eBook) .

12. *Mukta Mahajani* - Let's Talk: Negotiation and Communication at the Workplace

13. *Luc D'Abadie* - The Power of Focus for College Students , Les Hewitt, Andrew Hewitt (Health Communications - 2005)

14. *Trump Donald* (Westland - 2006) - The Power of Focus for College Students

15. *Verma* - Enhancing Employability @ Soft Skills

16. *Barun K Mitra* - Personality Development and Soft Skills

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